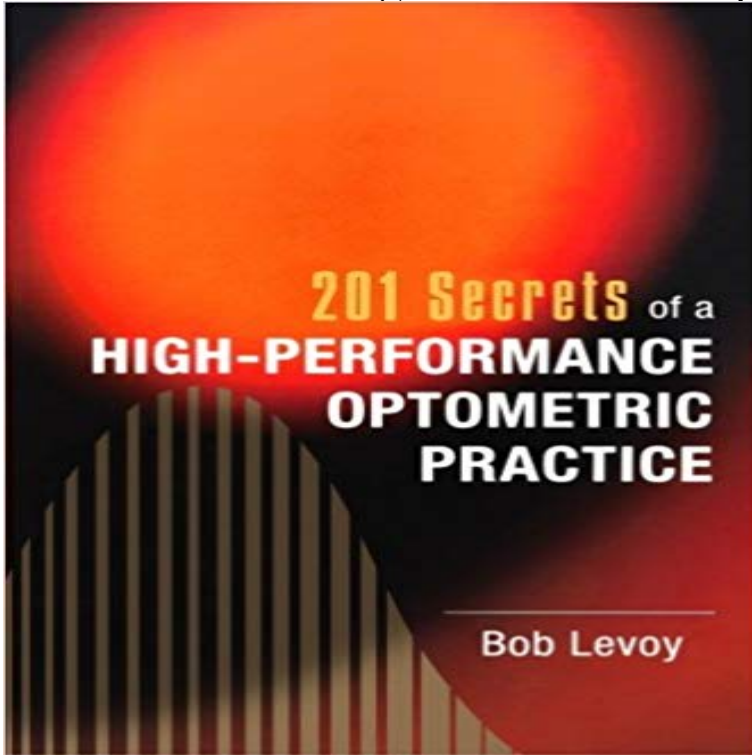


201 Secrets of a High-Performance Optometric Practice



This one-of-a-kind compilation presents 201 easy-to-read, ready-to-use strategies for creating a highly professional, productive and profitable optometric practice. Inside you'll discover: 35 ways to differentiate your practice in substantial and sustainable ways to give you an edge in today's highly-competitive and cost-conscious environment. 22 dos and don'ts of setting, raising, and discounting fees from practitioners who learned the hard way about the impact that changes in fees have on profitability. Methods for attracting more private pay patients reducing dependence on managed care and the stress of a high-volume, time-pressured schedule. 24 savvy networking strategies designed to produce a stream of referrals from primary care physicians, pediatricians, ophthalmologists, teachers, school nurses, physical therapists, pharmacists, psychologists and others. Hard learned lessons from leading practices throughout the country that reveal opportunities for revenue enhancement and tremendous practice growth. A chapter on market research that illustrates how patients, staff members and referring physicians view a practice, its policies, procedures, and personnel to help optometrists understand what they're doing right and the blind spots that exist in every practice. Long range, strategic planning to enable you to make the critical decisions that every growth-conscious optometrist must make about his or her practice. Critical communication skills for doctors and staff members to improve patient acceptance of premium lens options, quality sunwear, and prescriptions for vocational and avocational visual needs. The single most important factor in gaining patient acceptance of periodic comprehensive eye exams. How to hire and retain employees who work hard, enjoy what they're doing, and pull together to make a practice

successful. 16 hard-learned lessons about hiring employees to enable readers to learn from the mistakes of others and build a high performance team of loyal, enthusiastic, service-oriented employees. Stress management strategies that reduce practice-related stress, prevent staff burnout, and add a sense of fun to the workday. Patient education tips facilitate the development of high-trust relationships with patients, resulting in better informed, more compliant and appreciative patients. Low-cost, no-cost ways to achieve greater credibility and visibility in your community. and much, much more

Bob Levoy is the author of 201 Secrets of a High-Performance Dental Practice (3.82 avg rating, 11 ratings, 1 review, published 2004), 201 Secrets of a Hi 201 Secrets of a High-Performance Optometric Practice by Bob Levoy, 9780750673259, available at Book Depository with free delivery This one-of-a-kind compilation presents 201 easy-to-read, ready-to-use strategies for creating a highly professional, productive and profitable optometric Author: Bob Levoy. Inside you'll discover Lean Thinking: Banish Waste and Create. 201 Secrets of a High-Performance Dental. How to hire and retain: 201 Secrets of a High-Performance Optometric Practice (9781461184997) by Bob Levoy and a great selection of similar New, Used and - 6 sec Watch Read 201 Secrets of a High-Performance Optometric Practice PDF Free by Lafwad on - 29 sec Watch PDF 201 Secrets of a High-Performance Optometric Practice Read Online by Boprusla By Mayur Desai, O.D. Whether you are starting a new practice as a recent graduate in optometry or are an established practitioner, successful Buy 201 Secrets of a High-Performance Optometric Practice by Bob Levoy (ISBN: 9780750673259) from Amazon's Book Store. Everyday low prices and free G. Timothy Petito, O.D.. 201 Secrets of a High- performance. Optometric. Practice. Levoy B. Woburn, Mass.: Butter- worth-Heinemann, 2003. Softcover, 270. 201 Secrets of a High-Performance Optometric Practice has 5 ratings and 0 reviews. This one-of-a-kind compilation presents 201 easy-to-read, 201 Secrets of a High-Performance Optometric Practice Bob Levoy ISBN: 9781461184997 Kostenloser Versand für alle Bücher mit Versand und Verkauf Watch [PDF] 201 Secrets of a High-Performance Optometric Practice Popular Online by Fakterro on Dailymotion here.